

Legal Business Development: The Warning Signs of Defending The Status Quo

September 1, 2011 by [Paula Black](#)

To continue the discussion we started on Tuesday... Do you need an attitude adjustment? **Today I want to talk about a post I read by [Seth Godin](#): [The warning signs of defending the status quo](#).**

As always Seth calls it out. Here are a few thoughts that get to the heart of the matter for lawyers when it comes to business development. **Think about them...**

"When confronted with a new idea, do you:

1. Consider the cost of switching before you consider the benefits?
2. Highlight the pain to a few instead of the benefits to many?
3. Exaggerate how good things are now in order to reduce your fear of change?
4. Undercut the credibility, authority or experience of people behind the change?
5. Grab onto the rare thing that could go wrong instead of amplifying the likely thing to go right?
6. Focus on short-term costs instead of long-term benefits, because the short-term is more vivid to you?
7. Slow implementation and decision making down instead of speeding it up?"

[Patrick McKenna](#) a colleague who consults with law firms on strategic planning, has a rule that every one of his groups must commit to: **LOVE EVERY IDEA FOR 5 MINUTES**. I use it... it works to get the team on a positive path. You will be surprised at its effectiveness.

So, call a spade a spade when you see it. You just may revolutionize how your firm thinks and operates with a true competitive edge... **making business development a natural flow of the process.**

Black Pearl: If the above list hits too close to home, my pal [Cordell Parvin](#) has a [great solution](#) to help you out of this rut. Try it... it works!



Paula Black is a legal branding expert, author, consultant and coach. She has advised individual lawyers and law firms around the globe on everything from powerful and innovative design to marketing strategy and business development. She is the award-winning author of "The Little Black Book on Law Firm Branding & Positioning," "The Little Black Book on Law Firm Marketing and Business Development," and the Amazon-bestselling "The Little Black Book: A Lawyer's Guide To Creating A Marketing Habit in 21 Days."

For more information visit paulablacklegalmarketing.com and inblackandwhiteblog.com